

**THE TECHNOLOGICALLY CHALLENGED ACADEMIC LIBRARIAN:  
WHAT HAS CHANGED IN THE PROVISION OF INFORMATION SERVICES IN THE AGE OF  
SOCIAL INTERACTIONS?**

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**Abstract:** Since late 2007 my professional life has changed from that of a traditional librarian to what at the time was called a 2.0 librarian. So the question was: What librarian am I now? Am I a hybrid? Do I have the required skills to handle all the new online interactions? Three or four years down the road, I look back at my experiment to provide “one click” access to services and resources for the University of Johannesburg science users, and found that skills are learned, change is possible, social tools can be very helpful and we, the librarians, are still current and competitive. Oh, and we can work 24/7. The paper covers the new roles the librarians are taking in assisting researchers and learners in locating and accessing relevant information. We have gone from implementation of social tools such as Facebook, Twitter, blogs, wikis, bookmarking, etc. to being web designers and content creators for subject portals. The paper provides examples of embedded librarianship in the virtual learning environment as a way to bring the library to the learner. The South African academic library environment is challenging to both the traditional and online roles of the librarians. Do we meet the users’ expectations? Will the implementation of mobile technology be a better, value added option? The paper makes specific references to the support provided to zoology users.

**Keywords:** Academic libraries, South Africa, technology, social networking.